

Provider Customer Service Program (PCSP) of the Year, 2010

Extraordinary Performance... Extraordinary Results

The Centers for Medicare & Medicaid Services (CMS) is continuing this award to acknowledge excellence in the operation of the Provider Customer Service Programs (PCSPs) at the Medicare contractors. For this award to be presented in late 2010, CMS wishes to recognize noteworthy accomplishments in implementing and/or maintaining an integrated PCSP. An integrated PCSP is one in which all aspects of the PCSP—Provider Contact Center, Provider Outreach and Education, and Provider Self-Service Technology—are strategically coordinated so that Medicare provider satisfaction is continuously improved through the timely delivery of accurate and consistent information.

The contractor designated as the **PCSP of the Year** develops and implements innovative practices with proven results that are cost effective and is willing to share ideas with CMS and other Medicare contractors with the goal of improving all contractor PCSPs. The **PCSP of the Year** award does not simply recognize a contractor that is meeting and/or exceeding CMS's performance standards, as excellent performance is but one indicator of an integrated PCSP. Rather, the contractor winning the **PCSP of the Year** has integrated, or is in the process of integrating, the pieces so that the whole of the PCSP is greater than the sum of its parts.

Winning the PCSP of the Year

The PCSP of the Year is an award given to the Medicare contractor's entire PCSP operations. The **PCSP of the Year** will receive the following recognition and accolades:

1. Award letter to the winning contractor from the Director, Provider Communications Group/Center for Medicare/CMS with a copy to the Director of the Medicare Contractor Management Group/CMS
2. Presentation of the **PCSP of the Year** at the Fall 2010 Contractor Executive Meeting
3. **PCSP of the Year** Award and Certificate
4. Feature article in the *Synergy* newsletter with photograph of the award presentation and/or contractor's PCSP leadership team
5. Recognition on the CMS Contractor Provider Customer Service Program Exemplary Practices web page
6. Announcement via messages from the Provider Customer Service Program User Group (PCUG) and Learn Resources listservs.

Contractor Award Criteria

Contractors shall nominate themselves for **PCSP of the Year**. The CMS will evaluate each nomination based on the following criteria:

1. **Creative/Innovative Approaches** – Demonstrate proactive, creative and/or innovative approaches to PCSP challenges. Approaches under this criterion are considered creative/innovative when they reflect originality in performing the PCSP work, and go above and beyond CMS Internet Only Manual (IOM) requirements and Medicare Administrator Contractors Statement of Work (SOW).
2. **Approaches That Show Proven Results** - Demonstrate outstanding quantifiable results that exceed the PCSP standards or that show significant improvement in meeting and/or exceeding PCSP standards on a consistent basis. PCSP proven results include, but are not limited to the following:
 - a. Performance standards according to the IOM 100-9 *Medicare Contractor Beneficiary and Provider Communications Manual*, Chapter 6:

§60.1 - POE - Listserv Membership

§60.2 - Telephone Inquiries (includes sections 60.2.1 through 60.2.5)
§60.2.6 - QCM Performance Standards (QCM)
§60.3.1 - QWCM Performance Standards (QWCM)
§60.3.2- Written Inquiries Timeliness (includes sections 60.3.2.1 through 60.3.2.4)

Please note that for evaluation purposes, requirements in the Medicare Administrative Contractor (MAC) Statement of Work may differ from, and shall supersede those requirements indicated above.

- b. Accuracy Rate as a result of Direct Monitoring
- c. Medicare Contractor Provider Satisfaction Survey Scores
- d. Website Satisfaction Scores

3. **Cost-Effective PCSP Operation** – Demonstrate utilization of existing resources at or under PCSP funding levels.
4. **Strategic Collaboration** – Achieve a comprehensive, coordinated and integrated PCSP by working jointly with components within the contractor's organization, CMS, the provider community, and other key players in a purposeful manner, including developing and sharing ideas with other Medicare contractors to improve all contractor PCSPs. Collaboration with CMS includes, but is not limited to PCSP activities such as, ROCSTAR nominations, submission of articles for the Synergy Newsletter, active participation in CMS' workgroups, PCSP conference panels, contractors' taskforce teams, PCUG contractor sharing sections, satisfaction survey initiatives (i.e. website, IVR, CSR).

Strategic collaboration within the contractor's organization and the provider community that helped to improve the education and outreach activities and/or resulted in the increase of provider satisfaction includes, but is not limited to, outcomes as a result of special initiatives in collaborating strategically with the POE advisory groups, external provider organizations, special initiative to consult or survey the provider community, special initiatives to improve educational and outreach approaches for providers with unique characteristics, strategic collaborations to use of Medicare data and technology to improve and/or innovate on provider education and outreach activities.

Nomination Process

1. Contractors shall complete the standard nomination template provided by CMS to be considered for the PCSP of the Year award. All applicable supporting documentation should be included with the submission.
2. Nominations should not exceed 10 pages total, excluding supporting documentation.
3. Contractors should nominate themselves by September, 17, 2010.
4. Accomplishments cited in the nomination should be noteworthy, achieved anytime in the previous twelve months' period ending in August 2010, and show a trend covering several months. However, the activities leading to the accomplishments may have been implemented prior to 2010. Newly awarded MACs may cite accomplishments occurring in their legacy contracts as long as the service areas for the MAC and legacy contractors are similar and/or if the practices leading to the accomplishments are continuing under the MAC contract.

Number of Awards

The CMS will select only one contractor per year. The CMS will announce the first award in the last quarter of calendar year 2010.

Nomination Submission Process

The submission can either be e-mailed or mailed.

- E-mail
 - E-mail nominations and supporting documentation to the Provider Services Mailbox at Providerservices@cms.hhs.gov with the subject line: PCSP of the Year Nomination.

- Mail
 - Send hardcopy submissions to:

PCSP of the Year Nomination
CMS/CM/DCPC
7500 Security Boulevard, Mailstop C4-13-07
Baltimore, MD 21244

Questions about the Nomination Process

Send questions and comments about the PCSP of the Year nomination process to the Provider Services Mailbox at Providerservices@cms.hhs.gov with the subject line: PCSP of the Year Nomination Process.